

Introduction

In 2012 the Town of Greeneville implemented a historic amendment to the Town Charter changing the form of government to an administrator/aldermen form. The amended charter creates a professional business-like approach in executing the day to day activities of the Town.

Growing out of the Charter change was the Board of Mayor and Aldermen's (BMA) desire to conduct a strategic planning retreat to begin charting a path to realize Greeneville's potential. The retreat was held on September 12 at the Clyde Austin 4H center in Greene County. Tennessee Valley Authority Community Development Consultant Millie Callaway facilitated the day long session. Senior Town staff also attended to provide feedback and answer questions. The outcome of the session included developing a mission statement, identifying strengths/weaknesses/opportunities/threats, and identifying strategies.

Mission Statement

The BMA is considering adopting one of the 4 mission statements below. The BMA will meet on October 16, 2012 to adopt a mission statement.

1. The mission of the Town of Greeneville is to grow a vibrant community through quality public service delivery and effective community responsiveness
2. The mission of the Town of Greeneville is to:
 - Deliver high quality public services
 - Effectively respond to community feedback
3. The mission of the Town of Greeneville to so deliver high quality public services while effectively responding to community feedback
4. The mission of the Town of Greeneville is to enhance our vibrant community by delivering high quality public services and effective communication to citizens and visitors

Strategies

- Downtown Revitalization
 - Enhance retail, residential, and entrepreneurial opportunities downtown
 - Support the Walters State expansion project downtown
 - Identify events that bring customers downtown on a periodic basis
 - Develop long range land use plans maximizing the business, residential, and educational potential downtown
- Maximize Organizational Effectiveness
 - Revise Town ordinances and Charter to allow for improved efficiencies

- Ensure the Town maintains an effective website and other communication tools
- Develop budget strategies that anticipates future challenges and opportunities to include capital projects
- Look at the structure of Town departments, joint ventures, and utility partners to strengthen service delivery and reduce costs
- Focus on customer service
- Identify a process to capture additional grant opportunities
- Promote a Healthy Greeneville
 - Complete a community health assessment
 - Work with healthcare providers to maximize the delivery of health services, and identify gaps in the existing services provided in Greeneville
 - Develop a plan to enhance sports/outdoor activities in Greeneville
- Prepare Greeneville's infrastructure for tomorrow's development
 - Identify long range capital infrastructure needs – develop capital budget
 - Identify potential revenue options for capital improvements
 - Develop a replacement plan for existing utility infrastructure
 - Create a plan to bridge technology infrastructure gaps
- Keep Greeneville's educational system at the front
 - Secure a long range facilities plan to include funding options
 - Identify industry needs for technical workforce skills – work with Walters State, Tusculum College, and the Greene Center for Technology to meet industry needs

Next Steps

The next steps in realizing these opportunities should include:

- Conduct a public workshop on the strategies (1- 2 weeks)
 - Get public input on additional strategies/action items
 - Split the 5 strategies into working groups
 - Identify a group leader
 - Identify community volunteers to participate
- Develop action plans to implement each strategy (2 – 4 months)
- Periodically report to the community/BMA on updates (once a quarter)
- Implement Strategy – measure success – refine goals (ongoing)



Greeneville 20/20 Vision

Downtown Revitalization

- Enhance retail, residential, and entrepreneurial opportunities
- Walters State
- Downtown Events
- Land use opportunities

Organizational Effectiveness

- Update ordinances and Charter
- Effective website
- Budget strategies
- Maximize organizational structures
- Customer service
- Grant opportunities

Healthy Greeneville

- Community Health Assessment
- Maximize delivery of health services
- Enhance sports and outdoor activities

Prepared Infrastructure

- Capital Budget
- Revenue options for capital improvements
- Infrastructure replacement plan
- Bridge technology gaps

Fore-front of Education

- Long range facilities plan
- Match industrial needs with workforce programs